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Recommended Citation

University of Dayton. "Business As A Calling" (2015). http://wayback.archive-it.org/4727/20160115164403/https://www.udayton.edu/news/articles/2015/10/business_as_a_calling.php

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Wednesday October 21, 2015

Business as a Calling

A University of Dayton alumnus who built a career leading media companies, capped by a position overseeing finances of a multi-billion dollar organization, will share his insights on business ethics and social responsibility at the University's 2015 Business as a Calling Symposium.

Doug Franklin, retired executive vice president and chief financial officer of Cox Enterprises, the

parent company of the *Dayton Daily News* and WHIO-TV and radio, will serve as this year's Business as a Calling Executive-in-Residence.

The symposium, now in its 12th year, focuses on exemplary business leaders who have earned the public's trust through their daily work. Keynote speakers explore the value of viewing a business career as a calling rather than simply a series of jobs. This perspective fosters a deeper sense of purpose and a greater social awareness while creating a culture of business integrity.

"There are tremendous opportunities ahead for business students and it is important to emphasize values, people and mission to achieve success," Franklin said. "Business can be more than profits; it is the lifeblood for communities and creates products and services to live our lives more fully."

Franklin will deliver a keynote speech, "Values Up Against Real Life: She's Buried in Your Building," at 5 p.m. Thursday, Oct. 29, in the Kennedy Union Ballroom. His talk is free and open to the public.

He will share experiences from his career that crystallize the importance of values, people and mission as foundation of success. He also will share his "Baker's Dozen of Leadership Skills" learned over his career.

Franklin first joined the Cox organization as a door-to-door newspaper circulation solicitor while he was a student. He graduated from the University of Dayton in 1979 with a bachelor's degree in economics and finance. His wife, Teresa, is also a 1979 graduate from the University's School of Business Administration.

He worked in various financial units within Cox Newspapers before being named president and chief executive officer of Cox Ohio Publishing and publisher of the *Dayton Daily News* in 2004. From 2008 to 2011, Franklin held positions in Cox-owned organizations in West Palm Beach, Florida and Atlanta before being named president of Cox Media Group in March 2011. He became CFO of Cox Enterprises in 2013 and retired in 2015.

Franklin is a former board member of the National Association of Broadcasters and also served on the board of directors and the executive committee for the Metro Atlanta Chamber of Commerce and Central Atlanta Progress. He served on the board of the Newspaper Association of America for a number of years and is former chairman of the Inland Press Association, a national newspaper organization representing more than 1,800 newspapers. He is a member of the board of trustees for the Woodruff Arts Center and an honorary trustee for the Alliance for Women in Media.

Questions about the event may be directed to Jeanne Zeek, 937-229-3345 or jzeek1@udayton.edu.